

AB

Alex Brown

Field Marketing Coordinator

CONTACT



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LinkedIn | Portfolio



Phoenix, AZ

KEY SKILLS

- Event logistics
- Field enablement
- Local market planning
- Partner engagement
- Promotional campaigns
- Regional activation
- Sales alignment
- Vendor negotiation

EDUCATION

- Bachelor of Science in Marketing
Arizona State University, Tempe,
AZ | May 2017

ABOUT ME

Field marketing coordinator with six years of experience managing regional campaigns, partner events, and local sales alignment. Strong background in vendor management, promotional planning, and customer engagement strategies. Successfully executed 100+ field activations in retail and tech sectors.

PROFESSIONAL EXPERIENCE

FIELD MARKETING COORDINATOR | SOLUX BRANDS

APRIL 2020 - PRESENT

- Coordinated over 60 in-person marketing events, including demos and pop-ups, resulting in a 45% increase in customer acquisition across key regions
- Created field toolkits and collateral in collaboration with the design team to maintain consistent brand presence across markets
- Worked closely with regional sales teams to tailor activations, increasing local lead quality by 30%

EVENT MARKETING ASSISTANT | VERDEMOTION TECH

JULY 2017 - MARCH 2020

- Assisted in planning national roadshows and partner activations, coordinating logistics for 25+ events annually
- Tracked event ROI and compiled insights reports, helping justify continued investment in regional markets
- Supported campaign rollout across partner locations through branded displays, swag, and signage

CERTIFICATIONS

- EVENT MARKETING STRATEGY CERTIFICATE | EVENT MARKETER INSTITUTE | JUNE 2022